

FALL 2015 NEWSLETTER

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Jones National Bank & Trust

Jeanne K. Wiemer, President-Elect
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Nancy Dolezal, Treasurer
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Sue McHugh
Seward Youth Center

Brad Perdue
Zabka Funeral Home

Greg Whisler
Whisler Aviation

Terri Whisler
Whisler Aviation

CHAMBER STAFF

Kathy Evert
Interim Executive Director

Denise Christensen
Resa Lavicky
Executive Assistants

From the Chamber Office:



The Seward Area Chamber of Commerce Board of Directors has brought Kathy Evert and her company, KJE Solutions, LLC to Seward as the Interim Executive Director of the Chamber. In addition to serving as our director, Kathy is facilitating and leading several discussions about our future and sharing experiences and best practices with the Chamber board, membership and other organizations in Seward County. She will assist the board in finding candidates and hiring a permanent executive director before her contract ends in February 2016.

Kathy is no stranger to Nebraska or Seward. She is a native of Ponca, NE, has been working in community and economic development most all of her professional life. This has included a statewide Nebraska organization and local or regional groups in Ogallala and Norfolk, NE; Sioux City, Burlington, Davenport and Spencer/Okoboji, IA. She started KJE Solutions in July 2014. Kathy was also active in the Nebraska Jaycees and traveled the state extensively through her time as a Nebraska Jaycee, which included serving as President in 1991-92. She has close friends living in Seward and has been a frequent visitor here; she also has family in Lincoln. She has a Bachelor's Degree in Business Administration from St. Ambrose University and has been a Certified Economic Developer, a Certified Economic Development Finance Professional and a Master Consultant in Business Retention and Expansion. She is a past president of the Professional Developers of Iowa (PDI) and was awarded a lifetime membership in 2014. She is also past president of the Mid-America Economic Development Council, a 10-state economic development group which includes Nebraska and Iowa. She is currently the chairman of a statewide non-profit housing development organization in Iowa and a board member of a private company which recently completed an Employee Stock Ownership Plan

(ESOP); she chairs the company's compensation committee. She resides in the Des Moines metro area, has a temporary residence in Seward, and enjoys travel, arts and cultural events, golf, college football and creates art jewelry in her spare time.

"My career has taken me to most parts of Nebraska and Iowa and it has been very rewarding career," said Kathy. "Since 1988, I have tended to take on "new" positions with organizations that were pure start-ups or the result of consolidations or re-organizations; in a few cases, the new executive following the removal of the previous executive director. In one case, the board had actually voted to fold the organization, fired all of the staff, but then decided to try again and started over. I was hired as the new executive director," said Kathy. She said they had all been fun, interesting, challenging and rewarding opportunities and appreciated the people she has worked with, the successes achieved and the lasting impacts and friendships as a result.

Kathy feels Seward is the classic small town we all know and love. Its proximity to Lincoln, having Concordia University and Southeast Community College, a strong philanthropic community, and a dedicated volunteer base are key assets and strengths the community can build upon. She commends the businesses, organizations and volunteers who have worked tirelessly to make Seward and Seward County what it is today. She is looking forward to celebrating the holidays here and working with everyone as a common and shared vision and plan for the future is developed over the next several months.

Boards of Directors of eight organizations are meeting jointly over the next few months to discuss the future of the area and developing a shared vision and plan. Read more about the future of Chambers of Commerce in the related article found on page 2.

Chambers of Commerce in 2025 and Beyond

Chambers of Commerce and economic development organizations have experienced many changes over the years. A group of Chamber Executives recently published a great paper titled *Chambers of Commerce 2025* through the American Chamber of Commerce Executives (ACCE) organization. The Seward Area Chamber of Commerce board of directors and others have been discussing the areas of influence outlined in the article and how they have and will continue to affect us going forward. The areas of influence addressed in good detail along with some action items are:

- Catalytic leadership
- Alignment of resources
- Political and social fragmentation
- Population shift
- Global impacts
- Scarcity and abundance
- Communications & technology
- The nature of belonging and gathering

While some of these affect communities and organizations differently and at different times, they are all important to understand and address; we cannot assume they are not or will not affect us. While many are out of our control, we can be prepared and organized to build upon them and weather any storms they may create. The most recent recession is a good reminder for all of us.

The Seward Area Chamber of Commerce has initiated the conversation with several other organizations and asking: what do we want to get done, what do we want the Seward area to look like in the future, what do businesses want and need from all of these organizations, and what is the best way to move a plan forward? This is where we will focus a good amount of discussion on catalytic leadership and aligning resources for the future. We have looked at other Chamber organizations in three states as possible models

and examples and what may be possible for the Seward area.

If any questions, comments or ideas, feel free to share them with board members or Kathy Evert at any time. These are exciting times for Seward and Seward County.

Committee Highlights

Board of Directors 9/1/2015

- Clarence Wattier from First Impressions gave a presentation on the proposal for a new Seward sign on east Hwy 34 by the flags and asked for Chamber support.
- Treasurer's Report—Read through corporate resolution regarding authorization of accounts. Discussed cash vs. accrual basis for accounting. New credit cards will be issued for Kathy, Denise, and Resa with set limits.
- Talked about getting systems and procedures in place that will sustain the Chamber no matter who is in charge. Would like to get the new QuickBooks updated. There are some basic policies that should be in place at the Chamber.
- Accounts receivable needs to be cleaned up. Kathy would like to discuss creating a membership committee.
- Duck Race raised \$4,384.
- LB840 grant is ready to submit to pay half of Kathy's contract.
- There will be Board vacancies as terms expire this year.

Christmas Committee

- Lego Contest registrations will be available within the next couple weeks—open to ALL ages.
- Ugly Sweater Contest will be held at 3 pm on Saturday, November 28th at the auditorium in the Civic Center.
- Winter Wonderland will feature various favorite Christmas stories this year.

- Christmas booklet will soon be ready for print and will be mailed out around November 1st.
- Parade registrations will be mailed out very soon.
- There will be a new ornament and miniature available this year. A NEW item this year is a commemorative medalion that can be placed on canes or used however someone would like.

First Impressions 9/11/2015

- Clarence Wattier reported that the Chamber Board approved the east sign project. He will attend the 10/4 City Council meeting for its approval.
- Wattier reported the territory flags will be lit with LED lighting and have markers to identify them.
- Gary Rolf will invite Kathy Evert to the next meeting to discuss a Community Development Block Grant. The consensus of the committee is that the vacant storefronts are becoming an aesthetic issue.
- Jerry Meyer suggested a project to erect more historical markers in Seward. The project would include a partnership with the high school. FI would take the lead on fundraising, logistics, and marketing. Bennett suggested partnering with the county historical society.

27th Annual Spring Show Feb 4-5, 2016

Crystal Kirby from Campbell Cleaning is going to chair the committee for the 27th Annual Spring Show to be held at the Ag Pavilion on February 4-5. Anyone interested in assisting Crystal in putting the show together can contact the Chamber office at 402-643-4189.

Registration details will be available soon; contact the Chamber office to be added to the vendor mailing list.

SEWARD ★ ★ ★ ★ ★
SMALL BUSINESS
SATURDAY
NOV 21
One small purchase can make a
BIG DIFFERENCE

Small Business Saturday is an American shopping holiday held on the Saturday after Thanksgiving. First observed November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local.

NATIONAL
SMALL BUSINESS
SATURDAY
NOV 28
SUPPORT YOUR LOCAL
SMALL BUSINESSES

Upcoming Events

Clayton Anderson Astronaut Presentation



Oct. 1, 7:30-8:30 pm, Concordia University Weller Auditorium
Clayton will be presenting and signing his new book, 'The Ordinary Spaceman: From Boyhood Dreams to Astronaut'. Books will be available for sale. This presentation is free and open to the public and is sponsored by the Jones National Bank and Trust Company in Seward.

Classic Car Show

Oct. 4, 9am-4pm, Seward County Historical Museum, Goehner

Memorial Healthcare Systems Auxiliary Fall Bazaar

Oct. 8, 10am-6pm, Oct. 9, 10am-4pm, 300 North Columbia Ave.

Fall and Christmas craft items, gifts, baked goods. All proceeds benefit MHCS.

GFWC Woman's Club Make a Difference Day

Oct. 23-24, 9am-2pm—Food Drive at Grocery Stores, Clothing Drive at Civic Center

Memorial Hospital West Addition Open House

Oct. 25, 1-3pm, 300 North Columbia Ave.—Come for refreshments and a tour of the new facility.

Project Pumpkin

Oct. 27, 6-8pm, David Hall on Concordia Campus—Free indoor trick or treating.

Rotary Club Halloween Costume Contest

Oct. 29, 6pm at the Bandshell—Free. Ages 0-12

Seward United Methodist Annual Bazaar

Nov. 14, 1400 N. 5th St—Coffee Shop opens at 8:30am. Kountry Kitchen and Gift Shop open from 9am-2pm.

Christmas Past at the Seward County Historical Museum in Goehner

Nov. 14 & 15, 11am-4pm

Seward Junior Women's Club 35th Annual Holiday Craft Show

Nov. 21, 9am-3:30pm, Seward County Fairgrounds—Featuring homemade items

Quiz Bowls at the Civic Center

NELAC 17th Annual Literature Quiz Bowl in conjunction with Concordia University's Plum Creek Children's Literacy Festival
Thursday, October 1, 8:30am-4:00pm, Grades 9-12

GFWC Nebraska Federation of Woman's Club

13th Annual Young Woman's Quiz Bowl

Wednesday, October 21, 8:30am-4:00 pm, Grades 9-12

Concordia University Department of History, Geography & Criminal Justice History/Geography Quiz Bowl

Wednesday, November 11, 8:30am-4:00pm, Grades 9-12

Nebraska AMI 4th Annual Jr. High/Middle School Quiz Bowl

Wednesday, November 18, 8:30am-4:00pm

20th Annual Plum Creek Children's Literacy Festival

The festival seeks to bring nationally recognized authors and illustrators to Nebraska in order to "encourage a love of reading, writing, and books."

Thursday, October 1—Children's Day for Seward Schools

Friday, October 2—Children's Day for Commuting Schools

Saturday, October 3—Adult Conference Day



Seward Memorial Library Events



First Week Films

Seward Memorial Library will show a new release film on the first Wednesday and Thursday of each month. Come at 1 p.m. on Thursday, October 1 and on Wednesday, October 7 to view a film with friends or family. Bring your own snack and relax in the lower level Conference Center. Specific title information is available by calling the library.

Visit Pizza Hut to Help the Library

The Friends of Seward Library will be waiting on tables at Pizza Hut on Monday, October 19. Come and enjoy a delicious buffet dinner from 5 p.m. to 7 p.m. and support the library. Pizza Hut will donate 20% of the special buffet sales to Friends, so plan to stay out of your kitchen and let others make your meal.

Author Alex George Speaks in Seward

Seward Memorial Library will host author Alex George on Sunday, October 4. George will talk about his debut novel, *A Good American*, which was selected as the 2015 *All Seward Reads Together* title. George, who was born in England and currently lives in Missouri, will share the Meisenheimer family saga spanning four generations, from a couple's flight out of Germany in 1904 to the changing times of their great-grandchildren. George chronicles much of the 20th Century through the eyes of this fictional Missouri family. He examines the elements of small town life and all of the loves and complications involved within a family as they aspire to be "a good American." George's program begins at 2 p.m. and everyone is welcome. His books will be available for purchase and signing. Refreshments will be served.



Christmas Festival Saturday, November 28

In the Morning

10:00 am

On the Courthouse Square

- ◆ Santa Arrives on the Fire Truck
- ◆ Live Reindeer!
- ◆ Fruitcake Toss & Reindeer Games

418 Seward Street

- ◆ Opening of the Indoor Winter Wonderland at 418 Seward Street next to Seward Physical Therapy

In the Afternoon

Civic Center, 616 Bradford St.

2:00 pm ~ 4:00 pm

- ◆ Horse and Wagon Rides
- ◆ Magician performance
- ◆ Lego contest entries on display

3:00 pm—Ugly Sweater Event

In the Evening

4:30 pm on the Courthouse Square

- ◆ Pre-parade entertainment

5:30 pm—Evening Lighted Christmas Parade!

Starts at 1st & Seward and heads west to 14th street.

6-8 pm at the Civic Center—Santa Soup Supper

New this year—A Christmas Lego Contest co-sponsored by Walmart and the Seward Area Chamber of Commerce! All ages. For more information, call Kathleen at 402-643-4860 or Gerald at 402-304-5673.

**For forms, photos, and more information,
visit our website at www.sewardne.com.**

Other Holiday Events

Seward Jr. Women's Holiday Craft Show

November 15 from 9 am-3:30 pm
Seward County Fairgrounds

Winter Wonderland

418 Seward Street—next to Seward Physical Therapy
Opens November 28 at 10:00 am
(December hours to be published at a later date.)

Christmas at Concordia Concerts

Dec. 4, 7:00 pm, Dec. 5, 3:00 & 7:00 pm, Dec. 6, 3:00 pm

21st Annual Scholarship Parade of Homes

December 6, 12:30 pm-4:30 pm

Community Christmas Open House and Tree Lighting

December 6, 4:30-6:30 pm

Rudolph's Red Nose Run—5k and 1 Mile Fun Run

December 5 at 9:00 am

Seward Middle School, 2401 Karol Kay Blvd

Sally & Friends

December 5, 7:00 pm

Olde Glory Theatre and Community Hall, 4th & Jackson

St. Gregory the Great Advent Lessons and Carols Concert

December 6 at 7:00 pm

A Twisted Christmas Carol

December 10-12

Olde Glory Theatre and Community Hall, 4th & Jackson

Seward Rotary Club's Breakfast with Santa

December 12, Civic Center

Free Movies at the Rivoli Theatre

December 12 at 1:00 pm and December 13 at 3:00 pm

Wissmann Family Concert

December 20 at 6:30 pm, SHS Auditorium

Collectibles for Sale

A new pewter Christmas ornament is in the works and will feature Santa this year. The Santa House has been selected as the new miniature. And as a new fundraiser this year, the Chamber is selling Christmas medallions that can be attached to canes and walking sticks.

Black canes are also available for sale.

Watch for details about these items in the coming weeks in the weekly update or on our website at www.sewardne.com.



Properties for Sale or Lease

Are you or someone you know interested in starting, expanding or acquiring a business in the Seward area? In addition to the available buildings shown here, there are existing business acquisition opportunities. Contact Kathy at the Chamber office to explore opportunities for business ownership right here in Seward and Seward County.

612 Seward St.

- 10,140 SF
- Ideal Retail or Office Space
- Storage space in back and basement
- 2 restrooms



510 Bradford St.

- 13,200 SF



3rd & Jackson

- Several small office available



647 Seward St.

- Excellent location for retail or service businesses
- Large rooms in lower level
- Two apartments upstairs



444 Seward St.

- Nearly 6,000 SF with a basement
- Good location



1143 Elm-Merles Garden Center



441 N. 5th St.-Liberty House



132 S. 5th St.

- East side of Square
- Approximately 40' x 120'
- Six apartments on second floor
- For sale or lease



511 Bradford St (former Mike's Fresh Market)

341 N. 6th (former Jones Bank Branch)

546 Jackson Ave (Union Bank)



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Seward Area Chamber of Commerce

616 Bradford

Seward, NE 68434

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Email: sewcham@sewardne.com

Website: www.sewardne.com

Established 1899

The Seward Area Chamber of Commerce is a not-for-profit organization of business and professional people working together to develop a full-service community to promote and support new and existing business, to assist in economic development, and to cultivate communication and cooperation within the community and surrounding areas.



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